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Influence of Social Media on Brand Consciousness: A Study of Apparel in Karachi

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Influence of Social Media on Brand Consciousness: A Study of Apparel in Karachi

Sobia Siddique^α & Muhammad Zaki Rashidi^σ

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I. INTRODUCTION

a) Background

Before introducing brand consciousness its need to explain what a brand is. A brand is name, phrase, logo design, symbol or combination of these uses to identify and differentiate your product from others (Kotler et al; 2005). Each brand has a differentiated value and discrete uniqueness that it assigns to product. In Old times there were only unvaried or homogeneous products so consumers do not have variety, brands were also not present and they were obliges to purchase what was available.

i. Brand Conscious

Brand consciousnesses refer to the degree to which people go for brand name to make purchase decisions. (Ralph p.57).

Brand consciousness refers to the customers' orientation towards the purchase of expensive and well-known brands (Sproles and Kendell 1986). Brand conscious is not just a matter of knowledge or awareness about brand or not to select a brand over another. It is a matter that a brand has distinct image, quality, attributes as far as their name and functions are concerned. Consumers of new generation are taking

brands as an essential factor in purchasing decisions and they are running behind a tag or some renowned name. Brands are trying to get the attention of customers and setting a new dimension for marketers. Brands are giving customers with tremendous quality, perceived utility and desirability. Brands are taking as self-representation by customers; they think a selected brand that they are using is representing their personality and a sense of satisfaction.

As the Pakistan's economy is growing, the Pakistani consumers are obsessing with branded products, not only the local brands are getting preferences but also the imported brands are getting popular. Consumers are now able to pay premium charges for reputed brands. As social mobility is growing, general people consciousness for brands is also increasing. The street trends are now obsolete. Consumers those are eager for renowned, image, fame, trend, design, variety would go for brands.

ii. Social Media

The tools and strategies to connect with consumers have changed drastically due to emergence of internet in the last decade with the introduction of social networking sites. Social media is the media (contents) that are uploading by consumers or marketers whether a image, video, slide show or blog. The SM known to means of interaction among the people in which they generate, share or exchange information, ideas & experience in virtual communication and network (Wikipedia). S.M is two way communication platform that's why it is also called citizen media or consumer generated media (Rob, 2009). Nielsen measured that internet users are continue to use social media more than any other type of site. SM rely on cell phones apps, web based technologies to generate extremely interactive platform where individuals and groups share, forge, discuss or modify user generated contents. There are many different types of social media sites such as face book, linked in, twitter, instagram, youtube, pintrest, google plus and still many others.

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Active Monthly Users of the 'Big 9'

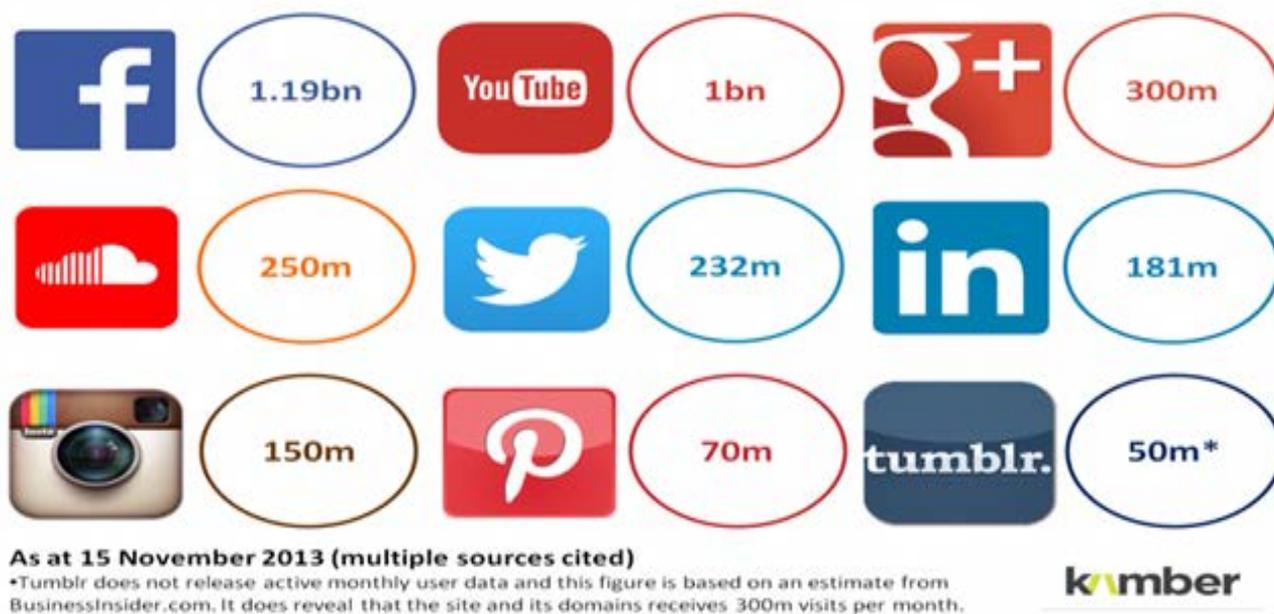


Figure 1 : Statistics of users of social network sites.

Now day's social media sites are becoming popular all over the world. As the statistics of social media sites (November 15, 2013) shows, that about 1.19 billions per month using face book, 150 million using instagram, 1 billion you tube 232 twitters, and 300 million google.

iii. Social Media as a Marketing Tool

Because of expeditious popularity of social media usage, it's now one of the important online marketing tools. SM has shift the existing communication pattern and influencing the communication process amongst individuals. Marketers are paying attention toward this emerging media to attract their customers because this media is providing a new landscape for marketers. As a marketing tool, SM has altered from old media in many ways like easy usability, quick response, easy and rapid accessibility, immediacy and eminence. Mangold & faults (2009), define SM as virtual/ online words of mouth forum. Enormous contents are spread across geographical boundaries and dissemination of these contents known as online words of mouth. Social media brings all together as it is an interactive stage. Consumers share their view with comments, like, share, blogs, discussions and some other ways. It's providing new measures and trends about customers' interests, opinion, feedback, publicity and it is less expensive and a quick to communicate than traditional media. The marketers send their message to their consumers directly as it is a one to one communication.

iv. Social Media's Integration Theory Model

The growing adaptation of social media marketing has an impact on communication process i.e. explain by this theory.

Exposure, feedback, engagement (connecting) and exchange (sharing) that social media platforms changes the traditional media's communication. The information flowing is not only "one way street" in which customers received messages through the "I communicate- you receive" mantra. But as compare to traditional media, social media integration is seen as an interactive process that place consumers in center and sanction equal level information exchange between customers and brands, originating a long lasting feedback communication process and giving to the brands a *total engagement approach*. Thus social media is providing "two ways street" communication.

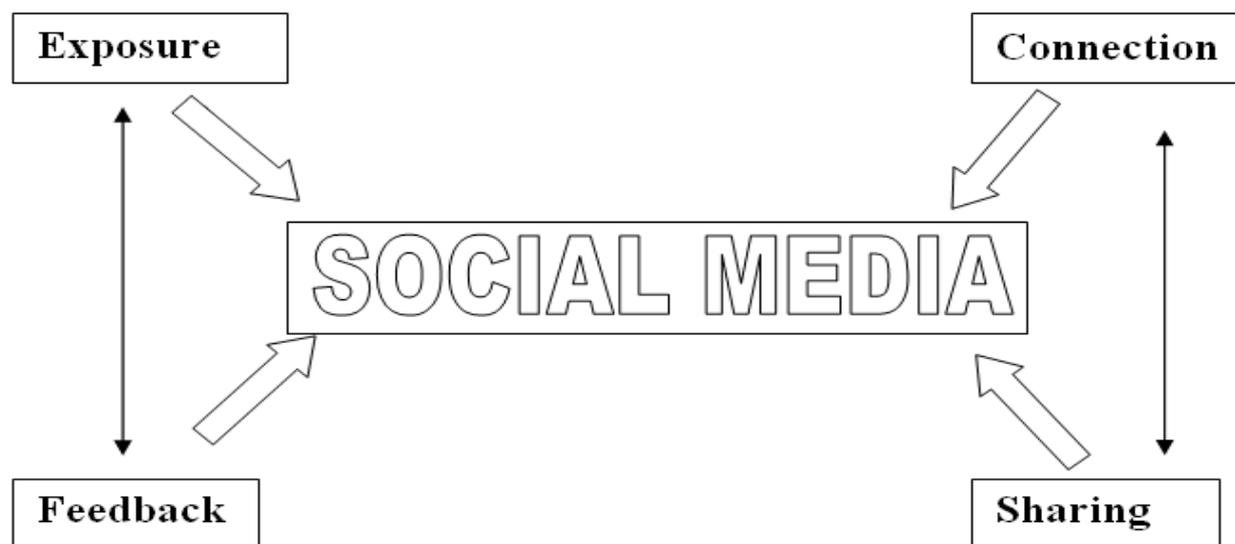


Figure 2 : Social Media Integration Theory

v. *Social Media and Brands*

The marketers' created information on social media, affect customer's perception about brands. Social media allowing the marketers to brought a new aliveness to the business world and have emerged with a lot of distinction and eminence in the way of influencing consumers. Also offering customers to interact with other consumers so marketers are no longer the single source of communication about a brand. Moreover, the customers are largely considering social media for finding information and pre-purchase fashion search trend about apparel brand and considering it as reference group. Social media is putting the customers in the center by authorizing them to participate in conversation and broadcast their opinion about brand, and now messages cannot only sent by brand owners to masses. In the world of social media, consumers often involve in conversation about the brands providing positive & negative responses or feedback depend on their past experience and perceptions about that brands. Information that customers display constructed to communicate their personality to their friend and others. All these blogs, posts, etc. that are created by consumers to share with others are known as user generated contents. In this way, social media became a not paid promotion in which a satisfied customer shares that how much he/she like or experience of a brand with others. Each brand has its own social media page that runs an utter marketing campaign focused on gaining the market share and orders from customers.

vi. *Social Media's Types*

Many of the social media types are but few are such as:

- ◆ Social networks (face book, google plus, twitter, tumblr, linkdin, instagram, pintreset)
- ◆ Media sharing (flickr, youtube, slideshare)
- ◆ Blogging post (tumblr, twitter, google buzz)

vii. *Social Networks*

A devoted website or other application that permit consumers or its users to exchange information among them by comments, messages, posting information, images/ photos etc. Normally they consist of profiles, so many ways to communicate with other users, can create groups, etc. Face book & Linked In are most popular among others.

viii. *Media Sharing*

Media sharing are the web sites empower users to store, share and exchange their multimedia files such as photos, videos, musics etc. with others. These sites are free of cost and give modest amount of storage. *Flickr and You tube are most popular.*

ix. *Blogging*

Blogging sites are regularly updated websites that enable its users to send and publish informal conversation messages and sharing their experience observations. The most popular is *Twitter.*

x. *Apparel Brand Consciousness and Social Media*

Now day's people are becoming more conscious for their apparel, they are focusing on their clothing as sense of enhancing their personality. Therefore, in this way apparel industries are growing and inventing new tactics to catch consumers. With the raise of increasing apparel trend, another trend is also growing that consumers are becoming brand conscious. Why mostly customers are instinctively go for brands when choosing apparel products? When less costly generic

ones are available as an option? The brand consciousness is growing day by day in our society. Due to social media, this trend is growing at a very high speed. Mostly the apparel brands are having their page on social media that on the daily basis updating consumers who are following those pages about new design, latest stocks, promotions and discounts. Youngsters are conscious about brands because they think that they look more modish, fashionable, funky and attractive in trade marks. Adults wear branded clothes so that they seem to be more decent, fetching, and adorable and their effect on other people must be good. Now the latest dresses, which are tag with different brands, catch the attention of people. Customers are going insane/crazy in following the race of brands & reducing the street trend markets are now focusing on tagged with latest brands. Well-known and prominent brands of outfits create a sense of indulgence among huge numbers of customers in society. Decision of consumers to bought a specific apparel brand is influence by many unusual factors. Apart from functional benefits, customers may select a brand to convey their personality, social status, recognition, affiliation or to attain their desire of uniqueness & newness (Ksim et al.'2008), or it can be said as because of peers or social influence have an important role in brand choosing, as it help in socialization process, individuality means self expression consumers select brands to express themselves. The few out of many functional motivations may be a brand name, stylish design, price, quality, availability or any other.

The demographic factor also has an impact in selecting branded products such as younger preference for selecting brand is different from adults, male preference are different than females and income is also a factor that affect brand selection.

As the consumers purchase decision for a brand is influence by peers, social acceptance recognition or personality expression the social media networking sites are with an online forum for discussing the brands and this user generated contents having a great influence on consumers these are in the form of online words of mouth may be blogs, friends post e.t.c., and consumers preference for brands also influenced by brand pages on the social media.

There are thousands or more brands of apparel are on social media sites but following are Gul Ahmed, Nishat Linen, Khaddi, Bonanza, Khaadi, Junaid Jamshed and Alkaram studio.

b) *Research Question*

In order to assess the effectiveness of social media platform as a means of influencing the brand consciousness with a case of apparel. The following question is considered for this research study:

- ◆ What is the usage pattern of social media among the people of Karachi with in the age of 14-34?

- ◆ What is influence of user generated social media on brand consciousness for apparel products?

c) *Research Objective*

Objectives for this research are:

- ◆ To study the influence of social media on the brand consciousness for apparel products.
- ◆ To study the degree of brand consciousness with respect to demographic factors (age & gender) of social media users.
- ◆ To find out which social media site is use more than other.
- ◆ To know which brands of apparel were frequently purchased through social media.

d) *Justification*

This study is conducted to view social media influence in creating brand consciousness from many different aspects and this research will help maximum in understanding the degree of brand consciousness and also provide a valuable insights and opportunities to marketers about brand consciousness and social media as a tool for advertising their brand. Research also wishes to study what actually motivates consumers to became brand conscious with respect to social media.

e) *Limitation*

During the study, there were few limitations.

- ◆ The research focus is on just the few aspects of social media and not covering the entire scope of social media platform that is available now days.
- ◆ Only the social media users are consider, the non users are not consider in this study.
- ◆ Comparatively the sample size is small that limits the generalizability of findings. The study can be strengthened by increasing the sample size.
- ◆ Geographical area is another limitation because the research is conduct only in Karachi. So the future research should be conducted to including participants in other geographical areas.
- ◆ Time constraint inhibit to cover the entire scope of social media and also respondents can not be studied over time to see how the influence on brand consciousness changes.
- ◆ Limited demographic factors considered (age, gender & income), other demographic factors such as living location not considered.
- ◆ Only social media has studied no other media is consider.
- ◆ The brand consciousness studied only for apparel products.
- ◆ Another limitation is that the relationship and impact of different variables on brand consciousness is not studied in this research.

f) *Scope of Study*

The finding of study contribute the understanding of social media's recommendation on brand consciousness. This study focusing on the young and as well as adult people of Karachi that made a good section of consumers and helpful for existing marketers and existing market to understand the growing scenario with reference of social media's user generated contents.

II. LITERATURE REVIEW

a) *Introduction*

In his dynamic book, *Managing Brand Equity* (Aaker, A., D. 1991) starts by quoting Larry Light, a prominent advertising official. Light argued, "The marketing battle will be a battle of brands, a competition for brand dominance ... It will be more important to own markets than to own factories. The only way to own markets is to own market dominant brands." (p. 9).

In the current market scenario, competition between product and services are at its peak and consumers have so many choices to buy a product in any individual category, marketers are striving for gaining the maximum market share. For this, they are trying to differentiating their product by making them brands.

According to (Cowking & Hankinson, 1996): "A brand is simply a product or service which can be distinguished from its competitors". Brands give the base point upon which customers recognize and affiliate either with a single service or product or cluster of them (Weillbacher, 1995).

It was also said by (Kohli & Thakar, 1997) the consumers buy the brand name and are willing to pay premium price for them, they do not buy the product they buy brand name.

This shows that brands are influencing the consumers' choice and now worthy assets of an organization. As the brands are increasing and delivering more values, features and benefits, consumers are moving toward branded products.

b) *Brand Consciousness*

There are a large number of researchers that over many years have worked and still working on brand conscious through different aspects. "Brand consciousness refers to the customers' orientation towards the purchase of expensive and well known brands. The brand consciousness of a consumer is a mental orientation in which consumers choose brand-name products based on their familiarity with this brand due to advertising and market awareness" (Sproles and Kendell, 1986). Brands are important attracting factor for consumer buying decision (Leibeck, 1996). Ralph Wright (1999) in his research said that in making a purchase decision the brand has a prevalent stratagem. When consumers have a high level of brand

consciousness, they are likely to believe that brands are symbols of both status and prestige (Liao and Wang, 2009). Because of this perception of brand-name products, consumers who are highly brand conscious prefer to purchase expensive, well-known products rather than lesser-known brands (Lehman and Winer, 1997).

(Andrea, 2007) state that rise of brand consciousness is related with the shifting from the community located consumers with compact sense of selection to in many strands of life, to the individual / family decision maker for whom consumption is a major domain or realm for lifestyle choices and later self-identity. Consumers are going to use the brands to value themselves.

c) *Social Media*

Social media is a media, which are now considered as important tool by marketers because it is providing a new way for marketers to connect with customers directly and at less cost in more effective and efficient way then ever before. SM platform known to be one of the most powerful and fast way of brand building, today social media have exponential power. It is great time for all kind of business to adopt social media and take it seriously (Neti, S. 2011).

Similar to Neti, Cromity, (2012) assert that the social media brings real and significant changes of communication between organization and individuals. The consumers are connecting with brands in new ways through social media that are a far from retailers and marketers control. He added that with social media consumers after the purchase remain connected or engaged with brand. He further acknowledge that the social media platform increasing the brand visibility and the responses from consumers and also user's sentiments about brand in forms of comments increasing the marketers knowledge to better communicate with their customer.

"Brands that stay away from new media such as Social Media will become extinct and would lose contract with their customers in future" (Lovett & Owyang, 2010).

The social media is allowing the consumers to share their perspective, encounters, response or feedback about product these things are consumer generated. User generated contents (UGC) means any type of contents such as digital images, blogs, comments, audio files, videos , discussions form posts and others forms of media that was initiated by end users or consumers and openly available to other consumers or end users. This is also known as consumer generated media (CGM). User generated communication have great influence on consumers perception about a brand. The consumers considering the communication created by other individual on social media as more trust worthiness than other sources. He

argued that user generated communication has a positive influence on customer's purchase intention (Schivinski & Dąbrowski, 2013).

Supporting the views of Schivinski & Dąbrowski (Gensler, Völckner, et al., 2013) cited in his research that "A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is." (Scott Cook). In their views increasing scale of consumer to consumer interaction and easy user generation content the consumers are now creating their own brand stories (through i.e., forums, blogs, social networks, video-, photo-, and news-sharing sites) and share with their peers. These multi vocal natures of stories are the electronic words of mouths that have great affected others consumers about that brand than any other forms.

d) *Social Media Types*

Human creature are social & have an innate need of fellowship or a desire to be accepted & fit in it. Consequently, they tend to be heavily influence by the human beings around them or with whom they spend most of their time on purchase decision making. Such people range in relationship including family, friends, colleague and even just casual familiarity. These people shape their preferences and on which consumers rely for brand or product information. Stallen et al. further clarify this that "the decision making influenced by the behaviors of others". The influence of others now a day comes from the online source that is social media networking sites.

According to Shruti & Anukrati (2013) as social media is a relatively new construct in the communication world takes & SM shortens time to reach out to customers. SM is a well built & powerful communication tool. SM presents brand with extensive reach and innumerable communication possibilities. This assist the marketers to grasp the views of customers by blog writing or commenting on some one else blogs. There were 61.0 percent of customers who are more likely to prefer and engage with those brands that integrate social contents into their digital properties & 72 percent are those users who use SM to get or share information about brand and products.

In recent years there was a research conducted on 249 consumers to analyze the social media influence on buying behavior. The findings shows that the consumers are either buying the expensive or in expensive products are relying on the suggestions and recommendations of people on social media sites by their contacts or friends and respondents especially young customers appear to be pursuing more prompt and quick model of social media such as face book than any other (Forbes & Vespoli, 2013).

The consumer-generated contents are important influencer for any kind of brands. Consumers influence other consumers in numerous ways. They act as models that inspire imitation among those who

observe their purchase and consumer behavior, either directly or indirectly. Consumers are searching information from certain individual whose opinions matter a lot for them than others. The online words of mouth or contents are greatly influencing the consumers purchase because with the advent of social media the consumers are now directly linking with others and sharing their experience about brand either positive or negative. As marketers argue it, the contents shared by of consumers are two times more effective than any other advertising media (P. Sema, 2013).

(Matthews, 2013) has argued that bloggers are the most potent spoke in the wheel of influencers. His research revealing that 86 percent of influencers are bloggers. Moreover his study exhibiting that 81 percent of the online U.S population are confident and trusting on that suggestion & contents they got from bloggers.

Bashar, A., Ahmad, I., & Wasiq, M. (2012) found that consumers are embracing social media like anything. Their study found that approximately every respondent of this study obsessed to go on social networking for learning more and more about product, to know about exclusive offers, to find out the response of their friends and others on that selected brands/ products.

Social network is the market leader among other the social media types because people rely more on social network such as face book. Social media activities actually affecting the purchase decision. The finding of this research shedding light on the advertising of brands through social networks are considered by customer during their decision of brand selection. The promotion campaign affecting positively the customers perceptions of brands.

Kotler & Armstrong (1999). Found that there are social, cultural, personal, and psychological factors that influence consumer decision-making (p.131).

Z. Ghazali (2011) investigates the socialization agents' effect on brand consciousness. Her study concluded that peers emerged as the most important agents of consumer socialization and a primary source for influencing decision. The students are influence by peer because they want to be socially accepted among them.

According to Salim & Praven (2010) in their research they pinpoint that the most important reason for moving towards brand is quality, the other features are least important. Moreover, he stated that consumers giving more importance to quality as compare to brand name or company name. If they find good quality in generic products as compare to brand they will go for generic rather than brands.

M. Rehman (2013) averred that more often the consumers, who are quality conscious and unaware or unsure about product performance usually, go to purchase brands over generic products. He further

added that the consumers perceived the branded products are of good quality and generic products are not. Consumers are taking the brands as a signal of reflective of personality. As like Rehman, (T. Hassan, A. Lanja, & B. Hurrah, 2014) stated that consumer wear branded clothes to look attractive and to impress people. Price of branded clothes is not a big issue for them and they prefer branded clothes over non-branded regardless of high price. They buy branded clothes because they provide more value for money and because of their good quality and because of comfort and recognition that they give. Promotion of the brand by a well-known personality hardly affects the decision. People get influenced by price offers, design and style of products to change the brand. Fashion, family and friends influence the choice of brand.

(Mittal & Aggarwal, 2012) "Brands enhance the personality of person" (p. 576). In his research, he was trying to find out the awareness about branded clothing and factors for buying the branded clothes. Among brand characteristics, factor consumers prefer quality to all other factors and among expectation or motivation; they choose recognition as major source for branded clothes.

(Nandini & Jeevananda, 2012) Clothing as a form of non-verbal communication reflects wearer's identity. The branded clothes may be considered as a symbol of status. Branded clothing is now considered as a medium for expressing self and to adjust in the social environment. The factors that were taken in consideration are purchase knowledge, Social Consciousness, Materialism, and Quality Interest. The conclusion of this research explaining the purchase knowledge is the most dominant factor in choice of clothing or apparel and social conscious is the second factor.

Another study done by Fernandez, (2009) study focuses on the impact of branding on clothing choice. The motivational factors such as peer influence and advertising were taken into account. He further added

that the clothing choice motivations are prestige, individuality, social influence and functionality. As consumers are considering the apparel as status so the reference group, (peer pressure) influences decision most. Consumers prefer those brands of clothing that give them the social acceptability so this thing leading toward brand consciousness. In his research other than reference group, he also studied the advertising impact. The advertising giving positive impression about a brand because the consumer will not buy that with which they are not familiar.

III. CONCLUSION

The literature review consider the different studies related to brand conscious about apparel and social media types. It is supporting the view that consumer during purchase decision considering the social media contents and review different types of social media sites. The contents that s available on these sites is providing by their friends, family and advertiser and these information influencing the brand consciousness of social media users. It is also found that brand consciousness is due to social acceptability, self recognition and also quality assurance. The user-generated contents are considered because created by these influencers among which consumers want to be accepted.

a) *Theoretical Framework*

The influence of social media on brand consciousness main theme of this research and a literature review was conducted on brand consciousness. This research is supported by the literature not directly but somehow. In this research, study two variables are discussed the independent, dependent. The social media types (blogs, social networks and media sharing) are independent variable and brand consciousness is the dependent variable. The relationships between variables are depicted in this framework.

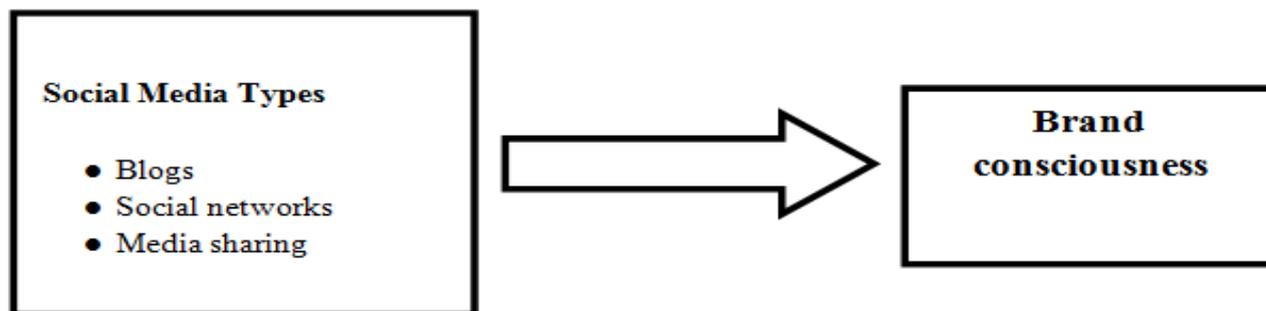


Figure 3 : Theoretical Framework

IV. RESEARCH METHODOLOGY

The intent of this chapter of research is to expound the chosen research methodology and research paradigms or philosophy. Following onto this, the chapter explores the approach, purpose of research, its strategy options, extent of researcher interface, study setting, its time horizon, unit of analysis and as well as the selected data collection methods.

a) Research design

The research onion model of Saunders et al. (2012) has adopted and its structure is useful for research design. The model is an onion and each layer of the onion is a stage in the process of research design at which important decisions are to be made.

This research study has conducted from a pragmatist point of view with deductive approach. Its nature is quantitative and mono quantitative method adopted. The research is descriptive by its purpose and strategy of research is survey. The type of investigation of research is correlation and extent of the researcher interface is minimal (studying events as normally they occur). The settings for the study are non-contrived (natural environment) and the unit of analysis for data collection is individual.

A cross sectional time horizon has selected instead of longitudinal study because a 'snap shot' or one shot study of the situation is possible in this limited time. Questionnaire is use as tool for data collection and different statistical techniques and software use to analyze the data.

Both the primary and secondary method used to collect data:

Primary data: has been collected by the self administered questionnaire.

Secondary data: has been gathered from research journals, articles, books, previous research papers.

b) Procedure

- ◆ The research started by reading different researches, articles and reports to get insight about the topic selected.
- ◆ Then a proposal has prepared and submitted, after the proposal approval.
- ◆ When a proposal approved the research move to its first chapter introduction followed with its second chapter is literature review, third is research methodology and fourth is data analysis.
- ◆ Respondents participate in a survey about apparel selection and with respect of social media.
- ◆ The survey data has collected from respondents in the month of October and November.
- ◆ The questionnaire use to collect data through online survey.
- ◆ Then finally, data analyze on SPSS and interpret.
- ◆ At the end, recommendations are making based on the data.

c) Population

Population of this research is current users of social media sites in the Karachi are 1,046,848 which include both male and female. Out of which 764,1999 are males and 282,649 are females. The active users with age limit of 14-34 are 942,161 and males are 674,637 and 249,523 are females.

d) Sampling

Sampling units: the active users on any of the social media sites both young (14-24) and adults (24-34).

Sampling approach: the approach use for selecting sample size is the confidence interval approach with 95% confidence interval and 10% marginal error.

Sample size: the sample size for this research study is about 100 respondents decided for survey. The sample comprising of dissimilar proportion of male and female 100 respondents the questionnaire were distributed among 100 people but only 87 completely filled & other 13 are non respondents because some of them refuse to response and some didn't filled. So, response rate is 87%.

Sampling method: the sampling technique which adopted for survey is non-probability and convenient sampling.

e) Instrument selection

Both the primary & secondary data has collected.

Secondary data was collected for the extracting information about brand consciousness and social media by using the research articles and literature available online. The survey technique is use to collect primary data from respondents with the help of questionnaire tool.

Questionnaire is design to know consumers view point about the degree of social media that influence customers' brand consciousness. The questions in questionnaire are structured (close ended) which consist of both multiple choices and simple dichotomous and also unstructured open ended. Questionnaire is consist of different section. First part is including information about demographics and second part consist of the series of questions base on the different variable which are design to know impact or influence of social media on respondent regarding their apparel brand consciousness and social media usage pattern of respondents. The survey conducted in different places such as universities, homes etc. That are convenient with in the age of 14-34 years old.

f) Variables

The variables that has considered in this research study are both the dependent and independent variable. The brand consciousness is dependent variable and social networks, media sharing, micro blogging and blogs comments.

g) *Plan of Analysis*

- ◆ The analysis of data requires the analysis of questionnaire questions that are both structured and unstructured so both demand different analysis and analysis is done to achieve the research objective:
- ◆ The first part of questionnaire is demographic characteristics and are in nominal scale. So, the descriptive analysis of this section is done through the frequency and presentation of this showed by bar graphs.
- ◆ Then next is reliability analysis of items by using cronbach's alpha.
- ◆ The cross tabulation between gender and brand importance and also between age and brand importance to know the degree of brand importance with respect to demographics.
- ◆ Further the frequency and percentage analysis use for knowing the meaning of brand name that respondent attach to the brand.
- ◆ Regression analysis use to know the relation between dependent variable over independent variable.
- ◆ Frequency analysis use for knowing mostly spending time of respondents on social media sites and mostly purchasing brand.
- ◆ Finally the for open ended question quasi statistics used to find out the most popular and mostly used social media site.

h) *Software Employed*

The IBM SPSS (Statistical Package For The Social Sciences) used for data analysis.

i) *Research schedule*

The research started from the month of august and work has divided in different session:

- ◆ 1st session: 1 weeks for research proposal.
- ◆ 2nd session: 2 weeks for studying the introduction of research
- ◆ 3rd session: 3 weeks for literature review
- ◆ 4th session: 4 weeks data collection through questionnaire.
- ◆ 5th session: 1 week for data analysis and interpretation.
- ◆ 6th session: 2 week for publishing and binding.

j) *Ethical Consideration*

There are following ethical consideration that has taken for the research are:

- ◆ Respondents are aware about the nature and purpose of research.
- ◆ Consents of respondents acquire before asking them to fill the questionnaire.

- ◆ The respondents are volunteered to fill the questionnaire and are aware of their right to withdraw.
- ◆ The data is presents and analyzed with honesty with out making changes or misrepresenting the data.

V. DATA ANALYSIS & FINDINGS

a) *Reliability*

Nunnally (1978) recommends reliability of about 0.70 or higher is better because it shows higher internal consistency.

Table 1 : Reliability

Reliability Statistics		
Cronbach's Alpha Based on Standardized		
Alpha	Items	N of Items
.803	.763	26

Table 1 shows the measure of reliability for data is measure by Cronbach's Alpha. Reliability statistics of cronbach's alpha is 0.803 which shows a higher level of internal consistency for this data.

i. Respondent Profiles

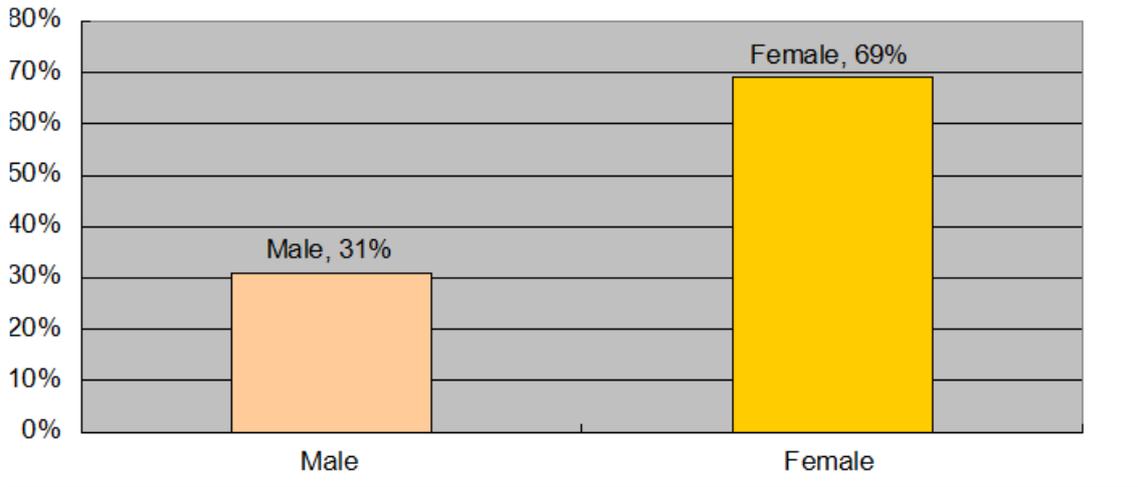


Figure 4 : Gender

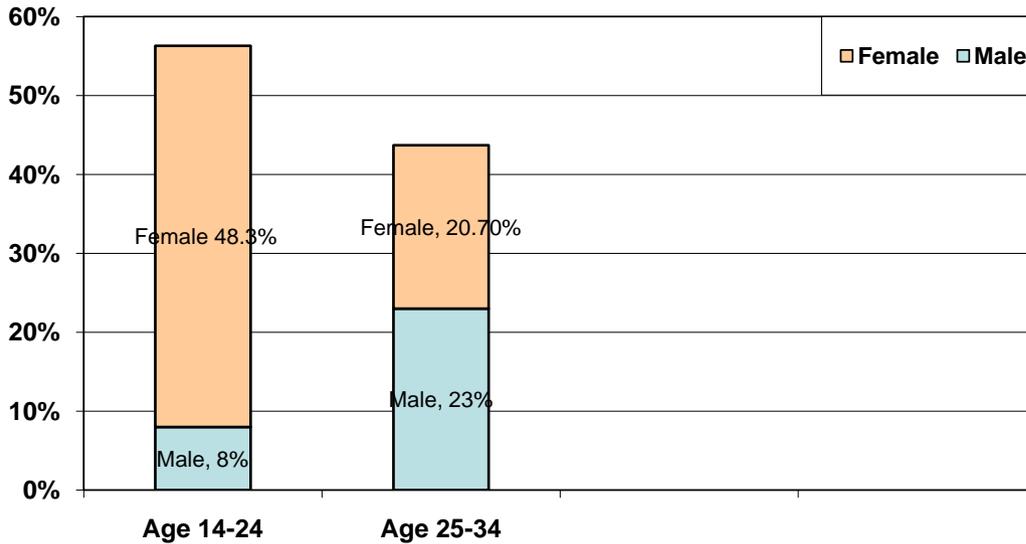


Figure 5 : Gender and Age

Respondents' profiles indicate that out of 87, 69% are females and 31% are males. All respondents fell between the 14 to 34 age group. The out of 69% female 48.3% of fell into the 14–24 age bracket and 20.7% are in the age bracket of 25-34years. Out of 31% male only 8% are in the age bracket of 14-24and remaining 23% are in 25-34 age bracket.



Table 2 : Cross-Tabulation between Gender and Brand Importance

		Gender * Brand Importance Crosstabulation					Total	
		Brand Importance						
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Female	Count	24	21	11	3	1	60
		% within Gender	40.0%	35.0%	18.3%	5.0%	1.7%	100.0%
		% within Brand Importance	61.5%	72.4%	78.6%	75.0%	100.0%	69.0%
	Male	Count	15	8	3	1	0	27
		% within Gender	55.6%	29.6%	11.1%	3.7%	0.0%	100.0%
		% within Brand Importance	38.5%	27.6%	21.4%	25.0%	0.0%	31.0%
	Total	Count	39	29	14	4	1	87
		% within Gender	44.8%	33.3%	16.1%	4.6%	1.1%	100.0%
		% within Brand Importance	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When gender wise brand importance analyzed this highlights that female are more considering brand name as compare to male.

Table 3 : Cross-Tabulation between Age and Brand Importance

		Age * Brand Importance Cross-tabulation					Total	
		Brand Importance						
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Age	14-24	Count	21	15	9	3	1	49
		% within Age	42.9%	30.6%	18.4%	6.1%	2.0%	100.0%
		% within Brand importance	53.8%	51.7%	64.3%	75.0%	100.0%	56.3%
	25-34	Count	18	14	5	1	0	38
		% within Age	47.4%	36.8%	13.2%	2.6%	0.0%	100.0%
		% within Brand Importance	46.2%	48.3%	35.7%	25.0%	0.0%	43.7%
Total	Count	39	29	14	4	1	87	
	% within Age	44.8%	33.3%	16.1%	4.6%	1.1%	100.0%	
	% within Brand Importance	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Crosstabulation between age and brand importance exhibit that Young with age bracket of 14-24, 53.8 % respondents are strongly agree and giving more importance to brand name than adults (25-34).

Table 4 : Frequency and Percentage of Reviewing Comments of Social Networking sites

		Reviewing Comments			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	19	21.8	21.8	21.8
	Moderately important	20	23.0	23.0	44.8
	Neutral	17	19.5	19.5	64.4
	Less important	28	32.2	32.2	96.6
	Not important	3	3.4	3.4	100.0
Total		87	100.0	100.0	

Table 11 illustrate that 32.2% respondents replied reviewing comments of others at the time of making apparel purchase are less important and only 21.8 % respondents consider very important.

Table 5 : Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546 ^a	.298	.273	.58034

a. Predictors: (Constant), Blogs, Social network, Media-sharing

Table 6

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.871	3	3.957	11.749	.000 ^b
	Residual	27.954	83	.337		
	Total	39.824	86			

a. Dependent Variable: Brandconsciousness
 b. Predictors: (Constant), Blogs, Socialnetwork, Mediasharing

This table of regression model summary predicting the dependent variable (brand conscious) significantly well. The $p < 0.0005$, i.e less than .05, & denote that, regression model statistically significantly predicts the outcome variable (i.e, it is a good fit for the data).

Table 7 : Co efficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	.243		3.925	.000
	Socialnetwork	-.081	.104	-.090	-.785	.434
	Mediasharing	.299	.088	.416	3.416	.001
	Blogs	.190	.076	.265	2.486	.015

a. Dependent Variable: Brandconsciousness

This table shows that beta for independent variable social networks is -0.09 which shows that social network less influencing brand consciousness as compare to other variables and showing negative relation. Media sharing is influence more among three variables and are positive relation with brand consciousness.

Table 8 : Time spent

Time Spent On S.M.S					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30 minutes	34	39.1	39.1	39.1
	An hour	24	27.6	27.6	66.7
	Two Hour	12	13.8	13.8	80.5
	More	17	19.5	19.5	100.0
	Total	87	100.0	100.0	

This table illustrates that respondents 39.1% spend 30 minutes on social networks sites.

Table 9 : Frequency for Brands

Apparel Brands Name	Yes		No	
	Frequency	Percent	Frequency	Percent
Khadii	32	36.8	55	63.2
Junaid Jamshed	27	31	60	69
Alkaram Studio	14	16.1	73	83.9
Nishat Linen	17	19.5	70	80.5
Bonanza	12	13.8	75	86.2
Gul Ahmed	46	52.9	41	47.1

This table showing the total responses of mostly purchasing brands. out of 87 respondents only 32 are purchasing khaddi brand, 27 Junaid Jamshed, 14 Al-karam studio, 17 respondent replied that the mostly buy Nishat linen and 12 say yes for buying bonanza. Now 41 respondent said that they mostly buy this brand and it is the brands that is mostly purchased among all other brands.

ii. Open Ended Question Analysis

Table 10 : Quasi statistics

Social Media Sites Name	Frequency
Face book	49
Google plus	20
Twitter	19
Linked in	7
You tube	9
Total	104

The total is more than 87 respondents because some respondent give more options. It is found that face book is more using social media sites among other sites.

VI. EVALUATION & FINDINGS

The growing trend of brand consciousness and social media sites storm are analyzed by collecting data through survey and analyze by SPSS software. The finding suggesting that female are more brand conscious as compare to male and young with in age bracket of 14-24 are more giving importance to brand as compare to adult age group. It is further reveal that social acceptability, social status and self recognition are important meaning that customers assigning with branded products over generic. The social media has inversely relation as compare to blog and media sharing, and media sharing has positive correlation with brand consciousness. Mostly respondent spent 30 minutes on social media sites and mostly used social media sites are face book less spent more than this time. The Gul Ahmed brand is mostly purchased among all other brand.

VII. CONCLUSION & RECOMMENDATIONS

a) Conclusion

In the end, now the business trend for marketers and purchasing trend for customer has been changed from traditional to social trend. So, this research paper attempt to assess the social media influence on brand consciousness and result indicate that social media types such as media sharing and

blogs are positively influence brand consciousness and contents sharing by friends, family and advertising are influencing customers and customers are reviewing them in brand selection. The research also got that female are more brand conscious than male and adult are less brand conscious than young. The important attributes due to which branded products are preferred than normal or unbranded products are the quality assurance and self recognition are most popular.

Based on these finding, it is concluded that customers are considering the contents of blogs, media sharing sites in-short social media sites so marketers should give them importance.

As per the result of this research, further studies are needed to asses those factors by considering more details for better evaluation. This study could be useful for contributing to new studies on social media and brand consciousness for the industry or/and academic research purposes.

b) Future Research Recommendation

While social media has become an emerging research field. A huge number of opportunities for further research in this area. As this study is limited to apparel so further research should be carried out in other product category to know the impact of these social media types on the others things such as brand equity, brand image or brand awareness. Further research could be expanded to a greater pool of

subjects representing more of an international population since a large percentage of social media users are found outside the Karachi or Pakistan.

Another suggestion is that further research should be carried out for knowing the influence of culture on social media sites users and customer purchase decision.

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